

TARGETED ACCOUNT BASED BUSINESS DEVELOPMENT

In today's B2B sales environment

3-5 PEOPLE



are involved in most decision making processes



It can take an average of

10-15 IMPRESSIONS

just to make contact



7-10 PEOPLE

if it's an enterprise environment

5.4 PEOPLE

on average must formally sign off on each purchase

Neither "spray and pray," nor targeting individual prospects is enough.

You need to market and sell at a targeted **account** level using a standardized process to manage the multiple touch points it takes to make contact and set net new meetings.



61%

of companies say, "training in strategic account management" enables greater revenue, profit, and customer satisfaction



92%

of B2B companies say Account Based Marketing (ABM) is important



84%

say that ABM delivers higher ROI than other marketing

ACCOUNT BASED MARKETING

Highly-targeted marketing campaigns to "markets of one"—one company, one division, one industry, one network

A completely aligned sales & marketing process

ACCOUNT BASED SELLING

Highly targeted sales campaigns focused on identifying and building relationships with a very specific set of accounts



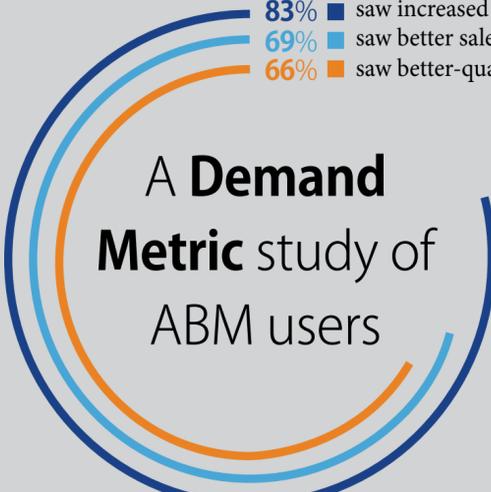
GREATER FOCUS and better alignment



LESS TIME WASTED on unproductive prospecting



Harvard Business Review reports that in a CEB Survey, individual customer stakeholders who perceived supplier content to be tailored to their specific needs were **40% more willing to buy from that supplier than stakeholders who didn't.**



MarketingProfs found that organizations with tightly aligned sales and marketing functions see



36%

higher customer retention rates



38%

higher sales win rates

To target effectively, marketing and sales must WORK TOGETHER to

Identify accounts, decision makers, and influencers

Document ideal buyer personas within each targeted account

Understand initiatives for change

Employ lead-to-account matching in the CRM

Create customized buyer-centric messaging that speaks to known pain points

There's still work to be done

Many organizations lack the systems, processes, and sales and marketing alignment needed to effectively execute on a targeted account level.



NuGrowth can help.

Our integrated sales and marketing as a service teams work together for targeted, effective outreach that generates leads, builds pipelines and increases sales for our clients.



www.nugrowth.com 800.966.3051



Sources: <http://terminus.com/simplify-account-based-marketing-with-salesforce/>, <https://hbr.org/2015/03/making-the-consensus-sale>, <http://www.globalpartnersinc.com/Thought-Leadership/bid/78380/10-Surprising-Stats-about-Strategic-Account-Management-SAM-Plans>, <http://www.slideshare.net/Demandbase/siriusdecisions-account-based-marketing-welcome-to-the-new-reality-inb2b>, <http://www.itsma.com/seven-marketing-mandates-for-2016/>, <http://www.business2community.com/b2b-marketing/compelling-reason-use-account-based-marketing-01475086#YcW3bZrEFZepLBER.99>, <http://www.marketingprofs.com/opinions/2016/29174/the-secret-to-account-based-marketing-success#ixzz42EPKQJWo>